



Press Release

SAFILO OVER 70 YEARS OF STYLE WITH ITS NEW CORPORATE IMAGE

Padua, April 2008 – Safilo, a world leader in the high-end luxury eyewear sector renews its Corporate Image. This is a new image for the company that for over seventy years has been characterised by its attention to style and continuous technological research.

The new identity expresses the values of solidity and elegance on which the international success of the Group is based. The institutional image echoes the original spirit of Safilo, while reinterpreting it in an innovative, modern way.

In the new image, the Safilo **logo** stands out in shades of ruthenium grey on a surface of molten metal, a symbol of solidity and strength. The logo, shaped in a noble material is illuminated by a light that hints at the dawning of a luminous future. The **slight tilt** of the trademark expresses the dynamic vitality of the company's spirit whilst the accent, as always, gives additional impact.

The **new institutional slogan** "**Design Generation**" places the emphasis on the positive values that characterise the Safilo DNA. This is demonstrated by the strong creative commitment and constant attention towards the development of new products in terms of technology, performance and design.

Samantha Tabacchi, Director of Corporate Communication and Identity for the Safilo Group explains further; "with this new image we want to communicate the values of elegance and solidity that have always distinguished the company and characterised its products. With the new image that will be previewed at MIDO 2008, we have succeeded in combining dynamism and refinement. These are two aspects that identify our company, based on a solid tradition but with an eye on the future."

The Safilo Group is a leader in high-end luxury eyewear, including optical frames, sunglasses and sports glasses. Its products are available worldwide through its exclusive distributors and thirty commercial branches in the U.S., Europe and the Far East. Safilo produces and manages a unique portfolio of its own brands, such as Carrera, Smith, Oxydo and Blue Bay as well as licensed brands, such as Alexander McQueen, A/X Armani Exchange, Balenciaga, Banana Republic, Bottega Veneta, BOSS by Hugo Boss, Boucheron, Diesel, 55DSL, Dior, Emporio Armani, Fossil, Giorgio Armani, Gucci, HUGO by Hugo Boss, J.Lo by Jennifer Lopez, Jimmy Choo, Juicy Couture, Kate Spade, Liz Claiborne, Marc Jacobs, Marc by Marc Jacobs, Max Mara, Max&Co., Nine West, Pierre Cardin, Saks Fifth Avenue, Stella McCartney, Valentino, Yves Saint Laurent.

This release is also available on the website www.safilo.com.

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